

# The New Beet



## Summer Buzzin'



FRANKLIN COMMUNITY

CO-OP

GREEN FIELDS MARKET - MCCUSKER'S MARKET

Photo Courtesy of Jenna Robinson

Recipes, articles,  
and more!



Summer Issue  
June – August 2025

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**Welcome!** The New Beet is our free Co-op magazine, published seasonally in March, June, September, and December. We welcome recipes and classifieds from our members-owners; submissions are due on February 15, May 15, August 15, and November 15 for the corresponding issue (included as space permits). Please send submissions to [communications@franklincommunity.coop](mailto:communications@franklincommunity.coop).

*Opinions expressed in this publication are those of the writers and not necessarily the views and/or policies of the Franklin Community Co-op.*



**FRANKLIN COMMUNITY  
CO-OP**  
GREEN FIELDS MARKET – MCCUSKER'S MARKET

## Message from the Board President Tammy Erickson

For a decade, Franklin Community Cooperative has pursued options to develop a sustainable operating base for its flagship store. The current site is no longer viable: there's too little floor space and insufficient backroom capacity for our needs. As a result, Green Fields Market has performed below breakeven.

In 2022, we took on the audacious project of renovating the former Wilson's department store, a memory-filled symbol of a vital period in Greenfield's history. Built in 1876, the building initially housed a hotel and tavern. In 1896, John Wilson opened a department store that became the heart of the community.

The current project presents staggering challenges: Wilson's is actually four decrepit buildings, with distinct foundations, varying floor levels, separate antiquated utilities, daunting structural deficiencies, and significant requirements related to environmental abatement. No business basing decisions solely on maximizing financial returns could justify the cost of renovating this historic treasure.

Yet this project is about far more than building a grocery store. Our willingness to invest is strongly driven by our values. We're building a fiscally solid, sustainable future while maximizing our impact, rather than prioritizing profit alone.

Without doubt, the potential impact is enormous; success could revitalize our community. Professor Andrew J. Van Leuven of the University of Vermont has identified "placemaking," typified by honoring a city's heritage and symbols, as one of the most important elements of successful economic

redevelopment. The development of the historic Wilson's site stands to bring vitality to the heart of our city, literally and figuratively, as well as to surrounding communities.

If successful, the new Green Fields Market will serve as an anchor store, attracting foot traffic, stimulating growth for businesses nearby, and encouraging additional investments. It will manifest as a warm and attractive community gathering place and increase food availability by providing a full-service grocery close to public transportation. The store will offer a greater selection of food products at broader price points, making our offerings more affordable. The economic benefit will include more union jobs, more charitable contributions, and the contribution of more tax dollars. The impact will extend beyond the city through increased purchasing from local farms and producers, encouraging more sustainable food practices and infrastructure county-wide.

When the challenge seems too great, I remind myself of the impact we can have.

Both the operations team and Board are working hard to make this a reality. Thank you for your continued support.

**Tammy Erickson**  
President, Board of  
Directors of Franklin  
Community Cooperative

Your input is always welcome:  
[tammy@tammyerickson.com](mailto:tammy@tammyerickson.com)



# Bob Pruitt Retirement

We're sharing a bittersweet announcement about the retirement of Bob Pruitt, whose last day on the job was May 15 after 14 years of dedicated service.

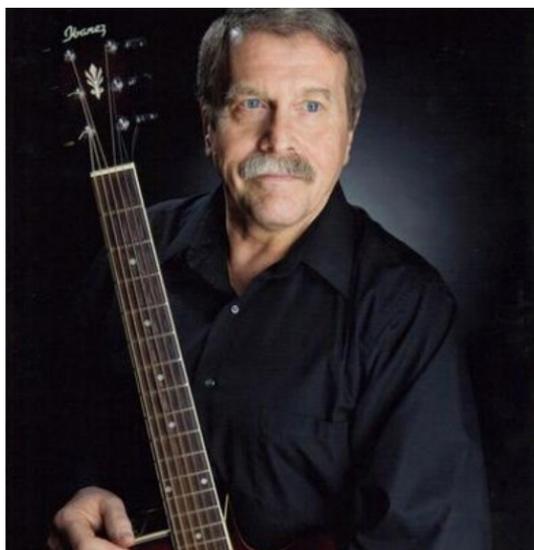
Bob was a phenomenal presence at our Co-op. In addition to generously sharing his knowledge of cheese, he brought a thoughtful presence and steady, supportive spirit. Bob made lasting contributions at both McCusker's Market and Green Fields Market, helping customers discover new favorites and providing nuanced guidance through a wide range of bloomy rinds to alpine wheels – always with patience, expertise, and warmth.

Outside of work, Bob is a talented musician whose creativity and skill brings joy to many. His music is an integral part of the rhythm of Franklin County's Catholic community, and his notes will continue to resonate long after he leaves the Co-op.

Bob is also an avid fisherman and a fan of classic rock, which always adds a positive energy to his day. His unique blend of knowledge, artistry, and good humor has made him a truly special part of the Co-op family.

Please join us in celebrating Bob's voluminous contributions and in wishing him all the best as he begins his exciting new chapters. We're deeply grateful for all that Bob has given to the Co-op; he will be greatly missed.

Thank you, Bob, and happy retirement!



# Help Support GCC's Corner Market Food Pantry!

At Greenfield Community College, the donor-supported Corner Market Food Pantry serves a vital role in promoting student success by alleviating barriers associated with food access. By providing an on-campus food pantry, GCC helps students navigate the financial challenges of pursuing higher education.

For many students, the commitment to further their education and improve career prospects can significantly impact their finances. One non-traditional student recently shared how choosing to study full-time meant stepping back from full-time work, creating an ongoing source of stress despite the fact that the decision was the right one for their future prospects.

Resources like the food pantry make this transition more manageable and increase the likelihood of academic success. Beyond simply alleviating stress, the pantry offers healthy and inclusive dietary options. The abundance and variety of food gives students the chance to experiment with ingredients they might not usually buy, broadening their gastronomical experiences and nutritional intake. Daily expressions of gratitude from students reflect how the pantry inspires them to continue their educational pursuits.

A GCC student emphasized, "The Corner Market is truly a gift and a blessing for those who struggle financially; having these needs met is a critical aspect of being successful in the academic journey."

Serving over 1,600 credit students and more

than 400 workforce development students annually, GCC has witnessed a steady growth in enrollment, recently seeing a 9.2% increase in the fall of 2024 with the introduction of free access to community college education in Massachusetts. This surge is mirrored in the food pantry's usage, which rose from 484 visits in the 2022-23 academic year to 1,571 visits in 2023-24, with an expected 3,000 visits in the 2024-25 academic year.

As food costs increase and funding for food security initiatives faces potential cuts, however, the food pantry relies heavily on private donations through the GCC Foundation. Established in 2011, it was one of the first campus pantries in Massachusetts. The pantry's future depends on continued community support, and the GCC community is grateful for the Co-op sponsored fundraiser to help maintain this crucial support for students on their educational journey.

**By Cyndi Rebelo**  
GCC Special Programs Coordinator  
for Food Security



# Franklin Community Co-op Global End E7

*"The Co-op will champion justice in Franklin County . . . by increasing access to healthy food for people of every socioeconomic status."*

Are you having a problem trying to decide where to put your oar into today's troubled waters? Do you know that the US Department of Agriculture has cancelled \$400,000 in food deliveries to Western Mass. and is threatening to cut SNAP benefits? Do you worry about the growing food insecurity in Franklin County? Do you know that many Greenfield Community College students don't have enough to eat? Would you like to help make GCC a hunger-free campus? Join me!

I'm starting a Giving Circle of member-owners to collectively donate \$10,000 to GCC's Corner Market Food Pantry, which offers free food to students. These tax-deductible donations will go directly to our own restricted account at the GCC Foundation. The Food Pantry will then use every penny to stock its shelves with organic food, locally produced when available. They procure goods from a variety of sources, including the Co-op!

Mike Hannigan, a first-generation college student, recently wrote in The Recorder: "At GCC, our campus food pantry is consistently packed. It's one of the only reasons some students are able to stay in school. . . . When a student knows they can grab a few groceries or a meal, they can focus on class instead of whether they'll eat that day." He inspired me to start this Giving Circle.

A member-owner Giving Circle is a win-win. The Food Pantry gets \$10,000 to provide free organic food to GCC students. And we donors help local students have enough to eat so that they can pursue their dreams—a powerful opportunity to put our co-op values into action.

Cyndi Rebelo, the Food Pantry Coordinator, says that \$10,000 from Co-op member-owners would be a dream come true. The FY26 budget goal for the pantry is \$60,000, with only \$10,000 pledged so far from outside funders. That fiscal year begins July 1, 2025, which is my deadline to raise this money from fellow member-owners.

I'm seeding this Giving Circle with \$1,000 and have raised another \$3,850 from my notice in the May newsletter. Only \$5,150 to go! You can donate online at [gccfor.me/pantry-fund](https://gccfor.me/pantry-fund) or by sending a check made out to GCC Foundation, with the memo "FCC Food Pantry Fund," to Alexis Page, Exec. Director, GCC Foundation, 1 College Dr., Greenfield, MA 01301.

**By Wendy Sibbison, Franklin Community Co-op Board member**



# What We Value

For most of us, Franklin Community Cooperative is more than a place to buy our food; it's a community where we feel we belong and hope to welcome others. Our cooperative represents our beliefs in the benefits of locally-grown food and in investing in our local economy. It's a trusted source of products we can count on, and a philosophy of caring about others.

These are among the sentiments our member-owners expressed over the past 18 months as we held discussions to understand the role FCC does and should play. From these discussions, we summarized five essential distinguishing values:



**You belong here** as a customer, as a member-owner, as an employee.

**We offer choice** based on our community's wide range of product preferences and food budgets.

**You can trust the quality** of your food and know its sources.

**We support local** farms, producers, economy, and community.

**We care** about human and environmental health, and about social, racial, and economic justice.



Our member-owners care deeply about these enduring values. We express these concepts in language that's intended to appeal to a broad range of individuals, as if we were telling someone new about the special characteristics of our co-op.

The Board of Directors has led the initiative to elucidate member-owners' values. It's the Board's responsibility to understand our shared values and reflect them in our decisions. (It's in our job description: "Policy G2.1 ... The Board will educate itself regarding the values held by the members and report periodically to the members ...")

We expect to use these values to guide future decisions, including the Ends we set for the organization.

Working Group members: Tammy Erickson, Franklin Community Cooperative Board President; Peter Garbus, Board Clerk; George Touloumtzis, Board member; and Bill Sweeney, Board member.

# Baked Tofu with Ginger Cilantro Pesto

By Co+op



## Ingredients

### Tofu

- 1 pound tofu, cut into small squares, cubes, or triangles
- 1 ounce tamari soy sauce

### Cilantro Ginger Pesto

- 1 bunch fresh cilantro, leaves only
- 1 tablespoon fresh ginger, peeled and minced
- 3 tablespoons canola or vegetable oil
- 1 tablespoon sesame oil
- 1 teaspoon sugar
- 1 tablespoon fresh lime juice
- 2 teaspoons sesame seeds



## Instructions

1. To prepare tofu, preheat the oven to 375°F. Toss the cut tofu with the tamari to evenly coat, and place on a prepared cookie sheet. Bake until golden brown, approximately 35-40 minutes, turning tofu occasionally to ensure even browning. Remove from oven and cool.
2. To prepare pesto, add all ingredients to a blender or food processor and puree until smooth. Add oil if needed to thin the pesto.
3. Toss the cooled tofu with the pesto and sesame seeds to coat.

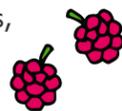
# Hidden-Spinach Berry Smoothie

By Robin Asbell, Co+op



## Ingredients

- 2 cups frozen or fresh raspberries, strawberries, blackberries, or a mix
- 3 cups spinach (packed)
- 1 cup yogurt, kefir, or a non-dairy alternative like almond milk
- 1 large banana, fresh or frozen



## Instructions

1. Put the berries and spinach in the blender first, and add the yogurt and banana. Process, scraping down as needed. Blend until smooth and serve.

*\*If the smoothie is too thick to blend, add milk or a non-dairy alternative as needed to blend.\**

# Almond Butter Cookies

By Trouble Mandeson (from loveandlemons.com)

FD=Field Day

## Ingredients

- 1 tablespoon ground flaxseed
- 3 tablespoons water
- 1 ½ cup all-purpose flour
- ½ teaspoon baking soda
- ¼ teaspoon baking powder
- ½ teaspoon salt
- ½ cup coconut oil, soft but not melted
- ½ cup cane sugar
- ½ cup brown sugar
- ¾ cup well-stirred creamy natural almond butter\*
- 1 teaspoon vanilla extract
- Flaky sea salt, optional, for sprinkling



FD AP Flour, Organic \$6.99

FD Baking Soda \$0.99

FD Baking Powder \$2.29

FD Coconut Oil, Organic \$6.49

FD Cane Sugar \$3.99

FD Brown Sugar \$4.19

FD Creamy Almond Butter \$8.99

FD Vanilla Extract \$9.99

## Instructions

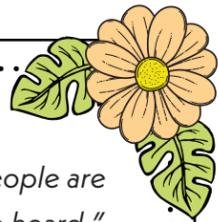


1. Preheat oven to 350° and line a baking sheet with parchment paper. In a small bowl, mix the ground flaxseed and water; set aside to thicken for 5 minutes.
2. In a medium bowl, combine the flour, baking soda, baking powder, and salt. In a large bowl, combine the coconut oil, cane and brown sugar, almond butter, and vanilla. Stir in the flaxseed mixture and mix well.
3. Add dry ingredients to wet ingredients and stir until barely combined. The dough should be on the dry side; if it's too dry and crumbly to work with, add water, 1 teaspoon at a time until you can roll the dough into balls.
4. Using a 2" cookie scoop, roll the dough into individual balls and place on the baking sheet. Use the bottom of a glass to slightly flatten them and make cross-hatches with a fork.

Sprinkle with the flaky sea salt if you desire. Bake for 12-13 minutes and let sit on the cookie sheet for 10 minutes after you remove them from the oven. Transfer to a wire rack to cool.

*\*Make sure to use a creamy, runny almond butter. If dry and crumbly, your dough may crack during cooking.*

## A Visit from Música Franklin



*"Música Franklin envisions a future with no limits or barriers to achievement, in which all people are equipped with the tools and resilience to express their unique voices, and those voices are heard."*

In April we welcomed Música Franklin's Executive Director Orice Jenkins, Founding Teacher Artist Gloria Matlock, and a whole mezzanine full of kids for a performance at Green Fields Market. Shoppers enjoyed several songs sung by Gloria and the assembled group, with guitar accompaniment from Orice.

Música Franklin's intensive after-school music program is based on the belief that the pursuit of musical excellence teaches students to strive for excellence in all areas of their lives. It is modeled on El Sistema, a hugely successful music and social change program that was started in Venezuela 40 years ago.

If you'd like to find out more about Música Franklin or make a donation, you can find them online at [musicafranklin.org/](http://musicafranklin.org/). We give them a big thanks for stopping by to brighten our day!



## A Visit from Strings for Kids

We were also happy to host the last concert of the season by the Strings for Kids Program, a partnership between the Greenfield Public Schools and the Pioneer Valley Symphony. On May 31, the kids' outdoor concert was rained out and Strings for Kids reached out to us for a place to play.

Big thanks to Green Fields Market staff who went above and beyond to get the store mezzanine ready on short notice so the kids could have their concert!

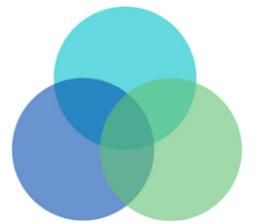
The goal of Strings for Kids is to ensure that every child in Greenfield has the opportunity to learn to play a string instrument; you can learn more at [pvsoc.org/strings-for-kids](http://pvsoc.org/strings-for-kids).



## June



The Collaborative Resolutions Group, a successor organization to The Mediation & Training Collaborative, is an independent, tax-exempt, nonprofit organization which has provided mediation, training, and other related services in Western Mass since 1987. Their mission is to increase individuals' and organizations' capacity to communicate effectively, manage differences, resolve conflict, and work collaboratively by offering customized mediation, training, facilitation, restorative practices, and conflict coaching services. They believe in developing strong partnerships with other organizations, individuals, and institutions engaged in complementary work.



**Scan QR code to learn more and donate!**

## July & August

The Mary Lyon Foundation Inc. was established in 1990 and incorporated as a 501(c)(3) non-profit organization on March 8, 1991. They are a community-based organization, supporting all aspects of quality education in the towns of Ashfield, Buckland, Charlemont, Colrain, Hawley, Heath, Plainfield, Rowe, and Shelburne, as well as occasional outreach in other Franklin County and Connecticut River Valley towns.



The Foundation's vision is for all students to have the resources to be ready to learn, to succeed in school and to thrive in the wider world; their mission is to empower students and their families by advocating for community investment in programs and services.



**Scan QR code to learn more and donate!**

### March

Our wonderful customers rounded up \$704.08 to The Compost Cooperative! Thank you to everyone who donated!

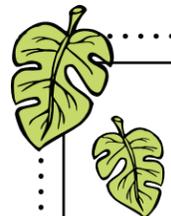
### April

Our wonderful customers rounded up \$615.85 to Música Franklin! Thank you to everyone who donated!

### May

Our wonderful customers rounded up \$450.18 to Collaborative Resolutions Group! Thank you to everyone who donated!

**Round up when you shop at either of our stores and your change will be donated to these excellent organizations.**



# The Co-op Out & About

## Franklin County YMCA's Heath Kids Day

In April, we joined Franklin County's YMCA and many local businesses and organizations for the Y's Healthy Kids Day, a day of music, activities, and play that celebrated kids and families.

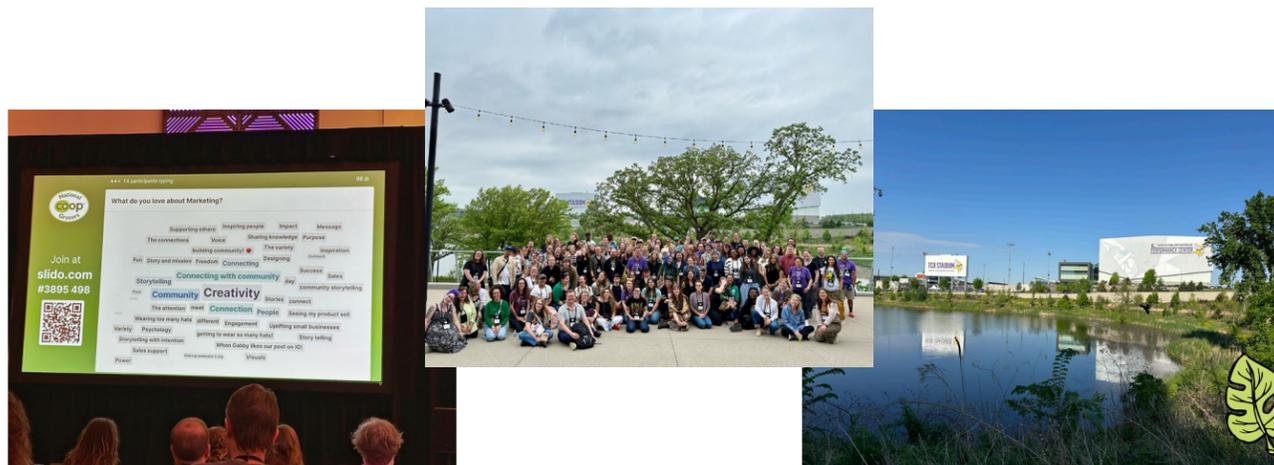
The free event brought in throngs of people young and old, and we gave out Co-op information, including Food for All applications, and loads of Co-op balsa wood airplanes. We even got to have our picture taken with Paws, the Valley Blue Sox mascot. Thanks to the Y for hosting us!



## National Co+op Grocers' Marketing Matters Conference

In May, Outreach & Communications Manager Caitlin von Schmidt attended National Co+op Grocers' biennial Marketing Matters conference in Eagan, Minnesota. Co-op marketers descended on Eagan from all over the country for two days of speakers, workshops, networking, and great food.

Caitlin came back loaded with great information and inspiration, plus new connections with co-op marketers from all over New England and the country. The conference was the perfect example of Co-op Principle 6: Cooperation among cooperatives!



# Upcoming Events

## Music on the Mezz! Featuring Two For Jazz

Enjoy the afternoon with some jazz music on the mezzanine.

**The following Sundays, 11:30 a.m. – 1 p.m.**

**June 15 • August 17**

**Green Fields Market Mezzanine**

## Music on the Mezz! Featuring Myk Freedman

Enjoy music from working-member Myk Freedman.

**The following Sundays, 11 a.m. – 1 p.m.**

**July 6 • August 3**

**Green Fields Market Mezzanine**

## Greenfield Public Schools Summer Eats Program Kick-Off

Visit us at our table at the 2025 Summer Eats Kick Off at the Green River Swimming and Recreation Area. This family-centered event promotes the Greenfield Public Schools' free Summer Eats program for kids 18 and under, which runs from June 23 - August 15.

The Kick Off hosts numerous local organizations and provides fun, kid-friendly activities and resources for families, food, and a visit from the Ice Cream Emergency truck!

**Wednesday, June 18, 4-6 p.m.**

**Green River Swimming & Recreation Area  
(rain location: Greenfield Middle School)**

# Franklin County Pride

Outreach and Communications Manager Caitlin von Schmidt and Co-op Board members had a great time marching in the Franklin County Pride Parade, which kicked off the wonderful Pride event in Energy Park on June 7.

Despite the inclement weather, there was a huge turn-out, both in the parade and along the streets, and the feeling of joyful community was palpable. We gave away packets of pollinator seeds to smiling spectators as we made our way from the Greenfield Middle School to the park.

Thanks to Franklin County Pride for hosting such a special event; we were proud to be a sponsor!



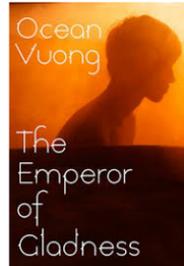
# BOOK CLUB

 **FEDERAL STREET BOOKS**

## Member Benefit

Shop local! Save 10% when you purchase 1-4 copies and 15% when you purchase 5 or more, perfect for a book club! Email [communications@franklincommunity.coop](mailto:communications@franklincommunity.coop) to request your discount code.

### June

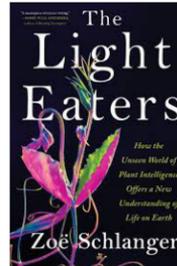


#### **The Emperor of Gladness** By Ocean Vuong

A year in the life of a wayward young man in New England who, by chance, becomes the caretaker for an eighty-two-year-old widow living with dementia, powering a story of friendship, loss, and how much we're willing to risk to claim one of life's most treasured mercies: a second chance.

**\$29.99**  
hardcover

### July



#### **The Light Eaters: How the Unseen World of Plant Intelligence Offers a New Understanding of Life on Earth** By Zoë Schlanger

Award-winning Atlantic staff writer Zoë Schlanger delivers a groundbreaking work of popular science that probes the hidden world of the plant kingdom, "destabilizing not just how we see the green things of the world but also our place in the hierarchy of beings, and maybe the notion of that hierarchy itself." (The New Yorker)

**\$19.99**  
paperback

### August



#### **A Witch's Guide to Magical Inn-Keeping** By Sangu Mandanna

"Sera Swan used to be one of the most powerful witches in Britain. Then she resurrected her great-aunt Jasmine from the (very recently) dead, lost most of her magic, befriended a semi-villainous talking fox, and was exiled from her Guild. Now she (slightly reluctantly and just a bit grumpily) helps her great-aunt run an enchanted inn in Lancashire, where she deals with her quirky guests' shenanigans, tries to keep said talking fox in check, and longs for the future that seems lost to her. But then she finds out about an old spell that could hold the key to restoring her power. Enter Luke Larsen, a handsome and icy magical historian, who arrives on a dark winter evening and might just know how to unlock the spell's secrets"--

**\$18.99**  
paperback

**You can also find Book Club with Federal Street Books information on our website!**

## Green Fields Market Catering

Made-from-scratch, freshly prepared food is at the heart of our Co-op. We offer a wide selection of prepared foods for all occasions, including sandwich platters, cheese platters, sushi platters, pasta, chicken salads, morning pastries, coffee, and desserts.

### Place your Order Today!

Catering orders must be submitted at least three business days prior to your event. We can arrange delivery of your order Monday through Friday before noon in Greenfield and some surrounding towns.

Please ask about this service when you order.

Order at [franklincommunity.coop/catering/](http://franklincommunity.coop/catering/).



And don't forget, you can run into Green Fields Market at the last-minute any day of the week and grab a prepared meal – breakfast, lunch, and dinner!



**Party Platters**



**Entrées**



**Sides**



**Soups & Salads**



**Pastries**



**Desserts**

## Connect With Us!



Franklincoop



Franklin Community Co-op



## Become a Member Today!

Everyone is welcome to shop at our co-op and everyone is welcome to join!



[franklincommunity.coop/join/](http://franklincommunity.coop/join/)

## Subscribe to our Newsletter!

Franklin Community Co-op sends out a monthly electronic newsletter! You can find Co-op news, recipes, staff picks, upcoming events, board member profiles, member-owner classifieds, and more.

To keep up with your Co-op, sign up here — you don't need to be a member-owner to subscribe!



[franklincommunity.coop/newsletter/](http://franklincommunity.coop/newsletter/)

## Expansion Updates!

Stay tuned for updates about Green Fields Market's expansion into the Wilson's building!



[franklincommunity.coop/category/news-updates/expansion/](http://franklincommunity.coop/category/news-updates/expansion/)



## Franklin Community Co-op Team

- General Manager** John Williams
  - GFM Store Manager** Andrew Hernandez II
  - GFM Assistant Store Manager** Micah Roberts
  - GFM Center Store Manager** Tim Gorts
  - MCC Store Manager** Al Goodwin
  - Finance Manager** David Russell
  - Human Resource Manager** Kim Fulks
  - Outreach and Communications Manager** Caitlin von Schmidt
  - Bakery Manager** Mike Shersnow
  - Prepared Foods Manager** Tera Tippett
  - GFM Produce Manager** Bryan Gillig
  - IT Manager** Rowan Oberski
  - GFM Perishables Buyer** Virgil Wetmore
  - GFM Grocery Buyer** Wendi Byther
  - GFM Specialty Foods Buyer** Kim Nyiri
  - GFM Wellness Supplement Buyer** Max Barnett
  - GFM Body Care & General Merchandise Buyer** Genevieve Joly
- Contact info: [franklincommunity.coop/contact-us/](http://franklincommunity.coop/contact-us/)

## Board of Directors

- President** Tammy Erickson
- Vice President** Margaret Cooley
- Treasurer** Jonathan Daen
- Clerk** Peter Garbus
- Josh Bell
- Dave Campbell
- Tori Luksha
- Kelly Moore
- Wendy Sibbison
- Bill Sweeney
- George Touloumtzis